

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Servatii

#### Ohio Manufacturing Extension Partnership

#### Bakery Achieves \$10 Million in New Sales with Eureka! Winning Ways

##### Client Profile:

Servatii Pastry Shop and Deli is a fourth-generation, family-owned bakery in Servatii, Ohio. The Servatii family has been preparing fresh baked goods since the late 1800's. Servatii's is recognized as a "Hall of Fame Bakery" in Cincinnati Magazine and has been honored with an American Culinary Federation 'Achievement of Excellence' award. The company has 11 retail locations in and around Cincinnati, OH and employs 75 people.

##### Situation:

With a growing focus on healthier lifestyles altering the bakery and sweet goods markets, the traditional Servatii customer was no longer purchasing in the quantity or the variety as they had in the past. Additionally, rising prices for flour, labor, and rent were slowly eroding Servatii's profits. Realizing his company needed change, Certified Master Baker and owner, Gary Gottenbusch, partnered with TechSolve, a NIST MEP network affiliate, for help in reinventing the business, finding new customers, and increasing sales.

##### Solution:

To help capture new customers and markets and generate ideas for new products, TechSolve put Servatii into the Eureka! Winning Ways program. This program, designed for discovering measurably smarter choices for growth, helped Gottenbusch discover new customers in unusual places and create ideas for unique products (not offered by competitors) to drive store traffic. Overnight, Gottenbusch was able to develop and bring to market a new patented pretzel stick, which helped their sales soar. TechSolve also met with Gottenbusch regularly, helping the pastry shop set specific goals for sales and marketing and providing them the necessary skills to implement their own process improvements in the future. With TechSolve's help, Servatii's was able to expand their customer base and boost sales. The company's expansion into new markets, such as hospitals, restaurants, and upscale grocery chains, has furthered their product recognition to increase both wholesale and retail sales.

##### Results:

- \* Increased sales by \$10 million.
- \* Opened 2 new stores.
- \* Created 12 jobs.

##### Testimonial:

"Working with TechSolve and Eureka! has given us a model for growth as well the confidence to run with it. Servatii's is now firmly focused on developing the new ideas that will evolve our processes, relationships, and products."

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Gary Gottenbusch, Owner